

NEWSLETTER

dari UPM



EDISI 16

26 Juni 2012

UNIT PENJAMINAN MUTU

DELAPAN PRINSIP SISTEM MANAJEMEN KUALITAS BERDASARKAN ISO 9001

Prinsip 1 dari 8 :
CUSTOMER FOCUSED
(FOKUS PADA PELANGGAN)

Kemajuan suatu organisasi tergantung pada pelanggannya, oleh karena itu manajemen organisasi harus dapat memahami kebutuhan pelanggan baik sekarang maupun yang akan datang. Temu-kenali apa kebutuhan pelanggan anda dan berusaha untuk memenuhi bahkan melebihi harapan pelanggan anda.

“ Kebanggaan terbesar kita bukan karena tidak pernah gagal, tetapi kemauan kita untuk bangkit setiap kali kita gagal “

Ralph Waldo E.

“ Motivasi berasal dari dalam, sukses muncul bersama tindakan “
Stephen Almeida

TIM :

PENGARAH
LINDA PURNAMASARI

KOORD.
BAGUS SUMINAR

TIM REDAKSI
MAHMUDDA N. ZIEN
NIKE AMANDA

Usulan & Saran Bapak/ Ibu/Saudara sangat kami harapkan. Silahkan hubungi Tim Redaksi di Ruang UPM No ext .113

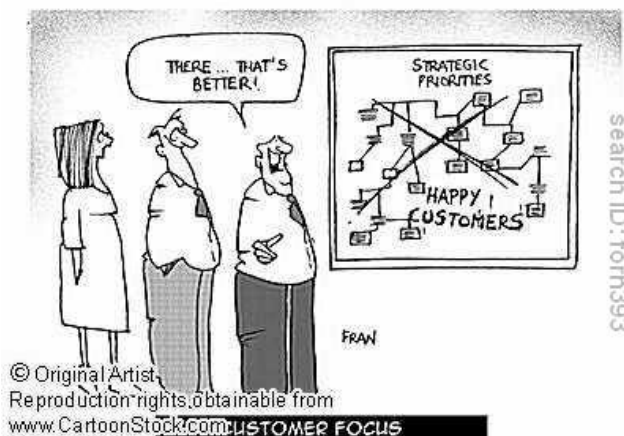
HIMBAUAN :
Simpanlah newsletter ini untuk referensi di masa datang

Penerapan Prinsip 1 :

- Teliti dan pahami kebutuhan serta harapan pelanggan
- Pastikan bahwa sasaran organisasi sejalan dengan kebutuhan dan harapan pelanggan
- Komunikasikan kebutuhan dan harapan pelanggan ke seluruh organisasi
- Ukur kepuasan pelanggan lalu ambil tindakan dari hasil pengukuran
- Kelola secara sistematis hubungan dengan pelanggan
- Buatlah keseimbangan pendekatan antara kepuasan pelanggan dan pihak-pihak yang berkepentingan lainnya seperti : pemilik modal, karyawan, pemasok, masyarakat dan pemerintah

Manfaat pokok apabila organisasi menerapkan prinsip fokus pelanggan, adalah :

- Meningkatkan pendapatan dan memperluas pangsa pasar, yang diperoleh melalui tanggapan-tanggapan yang cepat dan fleksibel terhadap kondisi pasar
- Meningkatkan efektivitas penggunaan sumber-sumber daya organisasi yang ada
- Meningkatkan loyalitas pelanggan yang nantinya akan memimpin organisasi pada percepatan perkembangan bisnis melalui pembelian ulang



Penerapan prinsip fokus pelanggan akan membawa organisasi menuju :

- Pemahaman kebutuhan serta ekspektasi pelanggan
- Jaminan bahwa tujuan organisasi telah terkait langsung dengan kebutuhan dan ekspektasi pelanggan
- Penciptaan komunikasi, dimana kebutuhan dan ekspektasi pelanggan telah dipahami oleh seluruh anggota
- Pengukuran kepuasan pelanggan tercermin pada tindakan dalam mencapai suatu hasil
- Pengelolaan sistematis berkaitan dengan hubungan pelanggan
- Seimbangnya antara kepuasan pelanggan dan pihak-pihak lain yang berkepentingan (seperti pemilik, karyawan, pemasok, lembaga keuangan, masyarakat lokal, dan masyarakat secara keseluruhan)

To be Continued.....



Caption describing picture or graphic.

Inside Story Headline

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for your customers or clients.

If the newsletter is distributed internally, you might comment upon new procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newsletters include a column that is updated every issue, for instance, an advice column, a book review, a letter from the president, or an editorial. You

can also profile new employees or top customers or vendors.

“TO CATCH THE READER’S ATTENTION, PLACE AN INTERESTING SENTENCE OR QUOTE FROM THE STORY HERE.”

Inside Story Headline

This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or enhances the message you’re trying to convey. Avoid selecting im-

ages that appear to be out of context.

Microsoft Publisher includes thousands of clip art images from which you can choose and import into your newsletter. There are also several tools you can use to draw shapes and symbols.

Once you have chosen an image, place it close to the

article. Be sure to place the caption of the image near the image.



Caption describing picture or graphic.

Your business tag line here.

UNIT PENJAMINAN MUTU

Primary Business Address
Your Address Line 2
Your Address Line 3
Your Address Line 4
Phone: 555-555-5555
Fax: 555-555-5555
E-mail:
someone@example.com

This would be a good place to insert a short paragraph about your organization. It might include the purpose of the organization, its mission, founding date, and a brief history. You could also include a brief list of the types of products, services, or programs your organization offers, the geographic area covered (for example, western U.S. or European markets), and a profile of the types of customers or members served.

It would also be useful to include a contact name for readers who want more information about the organization.

**We're on the
Web!
example.com**

Back Page Story Headline

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of managers in your organization is a good way to

give your newsletter a personal touch. If your organization is small, you may want to list the names of all employees.

If you have any prices of standard products or services, you can include a listing of those here. You may want to refer your readers to any other forms of communication that you've created for your organization.

You can also use this space to remind readers to mark their calendars for a regular event, such as a breakfast meeting for vendors every third Tuesday of the month, or a biannual charity auction.

If space is available, this is a good place to insert a clip art image or some other graphic.



Caption describing picture or graphic.